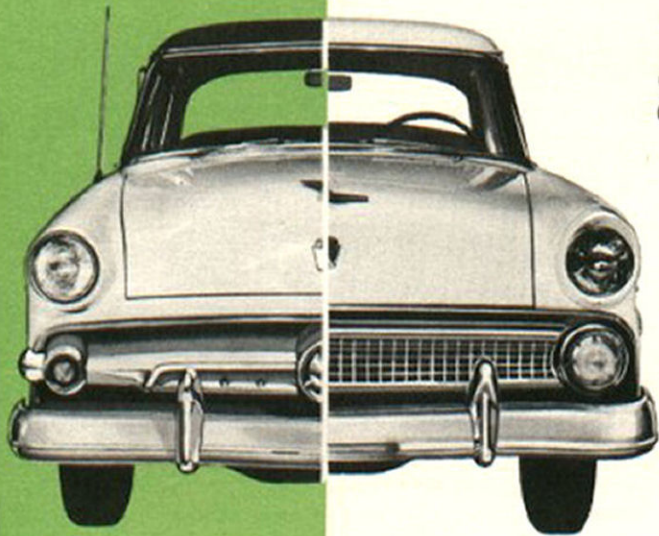


1955 FORD

T-O-P 55-7-SP



1955



1954

A NEW CAR or a FACE LIFT?

● *Lift this flap
and see . . .*

● Ford's highest-priced line, the Fairlane, replaces the Crestline Series of '54, and differs in appearance due to an added V dip in the side chrome strip which has been extended over the front fender.

Examination of mechanical components shows minor changes in some, and no change in others — and yet Ford's advertised delivered prices range from \$12.97 to \$30.62 higher than the all-new 1955 Motoramic Chevrolet. To your prospects, this adds up to one thing —



CHEVROLET offers more car for less money

	CHEVROLET	FORD
Wheelbase	115	115.5
Length	195.6	196.5
Width	74	75.9
Height Ground to Top	60.5	61.9

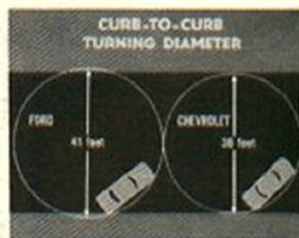
HP ROOM	CHEVROLET	FORD
Front	62	60.5
Rear	63	60.3

HEAD ROOM	CHEVROLET	FORD
Front	35.7	35.1
Rear	35.4	34.2

ENTRANCE ROOM	CHEVROLET	FORD
Front	29.38	29.2
Rear	28.1	28.2

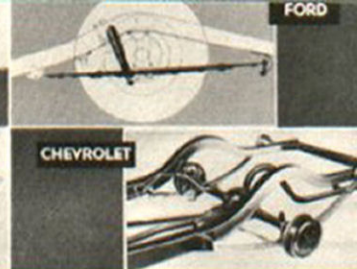
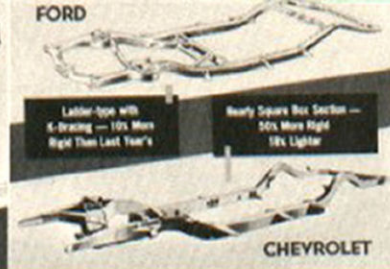
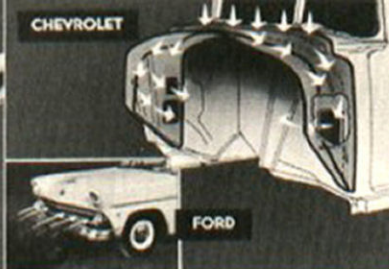
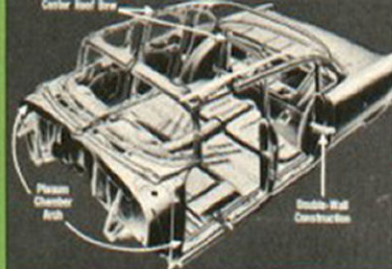
Chevrolet is more compact on the outside — roomier on the inside.

And, Chevrolet gives the driver Four-Fender Visibility — with 166 square inches more glass area in four-door sedans than Ford.



Chevrolet has a completely new Glide-Ride Front Suspension with spherical joints featuring low-friction, non-metallic bearing liners for long life, smoother ride and easier handling. Ford's front suspension is basically the same as last year. The only change Ford advertises is a three-degree tilt that has been added to Ford's front springs. And, Level-Flight braking stops are exclusive with Chevrolet.

Chevrolet's curb-to-curb turning diameter is only 38 feet compared to Ford's 41 feet. And Ford uses a two-tooth roller and worm steering gear. Chevrolet's new Ball-Race Steering makes steering easier.

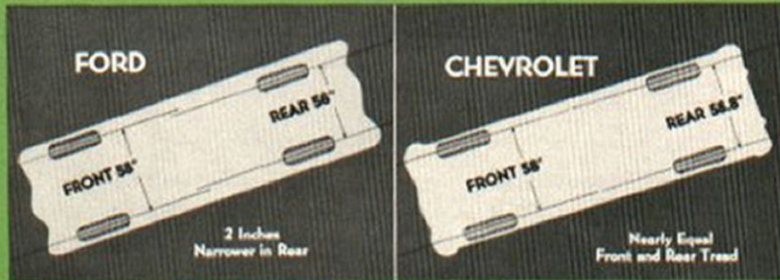


- For integrated body and frame strength Ford offers nothing to match the exclusive plenum chamber structural arch, solid center roof bow, and double-wall construction used in Chevrolet's Fisher Body.

- And, the hood-high air intake scoops cleaner, fresher air into the car—Ford still uses the low-level air intake system.

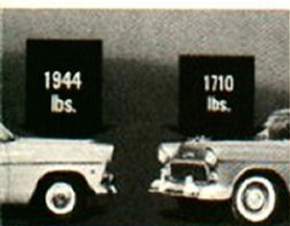
- Chevrolet's new frame is 50% more rigid with 18% less weight than last year. Ford advertising claims 10% greater rigidity in its ladder-type frame.

- No change in rear springs for Ford. Chevrolet's new springs mounted outside its frame for greater stability — are 5 inches longer than Ford's for more flexing—and better riding over rough roads.



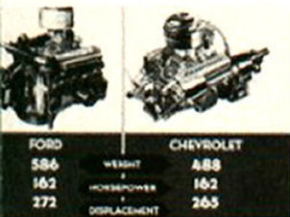
- Ford still has the same front and rear tread difference—2 inches narrower in the rear. Chevrolet's nearly equal tread means better wheel tracking on rutted roads with slightly more rear tread for greater stability.

CHEVROLET'S *more equal weight distribution* *means easier handling – longer tire life*



With 234 pounds less on the front wheels than Ford, Chevrolet uses 24 pounds tire pressure on all tires for softer, smoother riding and more stable handling. Ford's front-end weight requires a recommended tire pressure of 26 pounds in front, and only 23 in the rear. This could help overcome the tendency to hard steering and handling caused by the heavier weight on the front tires.

One of the reasons for Ford's heavier weight on the front is the fact that the Ford V-8 engine weighs 98 pounds more than Chevrolet's Turbo-Fire V8. Yet the Ford engine develops 162 horsepower, the same as Chevrolet, even though its displacement is 7 cubic inches more.

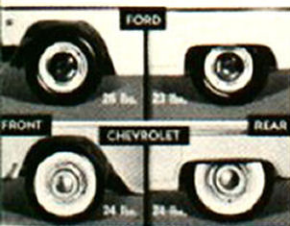


FORD	WEIGHT	CHEVROLET
586	488	488
162	HORSEPOWER	162
272	DISPLACEMENT	265

Here's why the Ford engine weighs more:

Ford's so-called deep-block Y-construction adds weight below the centerline of the crankshaft where any added strength is not needed. It's like the extra fat on a person's ribs.

And Ford's cast-iron crankshaft weighs over 50 pounds as compared to Chevrolet's forged steel crankshaft weighing 47 $\frac{3}{4}$ pounds. The Ford crankshaft needs the extra weight for the required strength. Chevrolet's forged steel gives maximum strength without unnecessary weight.



Ford's longer stroke of 3.3 inches requires longer connecting rods, which add weight. This longer stroke also means that each of the eight pistons in the Ford travels a 10% greater distance than Chevrolet's pistons with their 3-inch stroke. This means more wear on Ford's cylinder walls, pistons and rings. This piston travel also increases friction which tends to reduce usable power for the wheels.

CHEVROLET *offers more power team choices*

CHEVROLET OFFERS

4 ENGINES

New Blue-Flame 123 New Blue-Flame 134 Turbo-Fin V8 Super Turbo-Fin

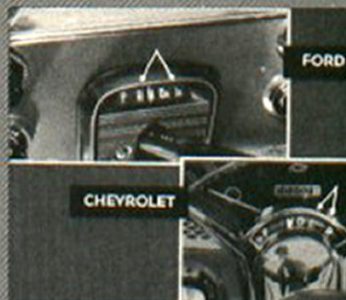
3 TRANSMISSIONS

Synchro-Mesh Touch-Sewn Dual-Drive Powerglide

IN 9 POWER TEAMS
IN ALL MODELS

● Chevrolet offers four engines, two Sixes and two V8's—and three transmissions in nine power teams in all models.

Ford advertises three engines and three transmissions but actually offers, on all models, only two engines and three transmissions for a total of six power teams. A higher horsepower V-8 engine is available *only* in the higher-priced Fairlane models and *only* with the Fordomatic transmission.



Powerglide vs. Fordomatic

Ford retains its widely separated reverse and low positions of the selector lever. Chevrolet's adjoining reverse and low make rocking out of snow or mud much easier.

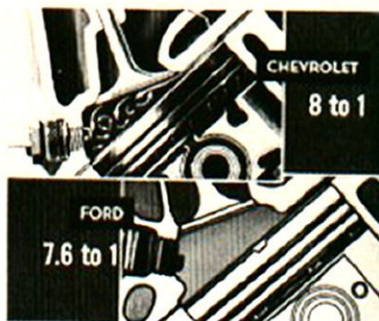
Ford's so-called speed trigger is a semiautomatic low gear. But to use this gear for starting, the accelerator must be pressed all the way to the floor. The driver must take it at full throttle or not at all. And everybody knows that full-throttle starts use extra gas. What's more—

— Ford's automatic low gear is available *only* at speeds below 18 miles an hour. Thus, its extra power for passing is limited to these speeds.

Powerglide's automatic low gear is always available for starts at any throttle position. This gives the driver full control as to the amount of power he wants to use for greater safety and saving of gas, too.

In addition, Powerglide's low can be used for extra passing power at any speed below 50 miles an hour, by merely pressing the accelerator to the floor. This is when the driver wants the extra power full throttle gives him for passing power. At speeds over 18 miles per hour the Ford driver can only get intermediate gear.

CHEVROLET'S *4 great Engines offer* *additional Modern Engineering Features*



	Chevrolet	Ford
Hydraulic valve lifters with automatic transmission ● Smooth performance—low upkeep	YES!	NO
12-volt electrical system ● Quicker starts—better performance	YES!	NO
Automatic choke ● No "hand choking"—the correct mixture automatically	YES!	NO (Offered only on special V-8)
Floating oil intake ● Cleaner oil for less wear	YES!	NO
Pulsator-type fuel pump ● Helps prevent "vapor lock"	YES!	NO
Fuel tank filter screen ● No clogged fuel lines from tank sediment	YES!	NO

YES! These facts on the "Musts" for modern driving speak for themselves. Chevrolet has them—and more! The Blue-Flame 136, for example, features high-lift cams and XCR steel exhaust valves for better highway acceleration and longer life. Ford does not have these features.

Chevrolet's modern, compact Turbo-Fire V8 Engines have a modern high-compression ratio of 8 to 1 compared to Ford's 7.6 to 1. Chevrolet's higher 8 to 1 compression ratio is teamed with its exclusive Fire-Swirl Combustion Chamber for greater power-producing efficiency resulting in more power out of every drop of fuel.

Ford's six-cylinder engine changes include an increase in compression ratio to 7.5 to 1 and a horsepower rating of 120. But this engine still falls far short of the Sixes offered by Chevrolet.

The New Blue-Flame Sixes offer horsepower ratings of 123 and 136 with a 7.5 to 1 compression ratio, plus many other features not found in any Ford engine.

CHEVROLET *excels in*

PERFORMANCE *and* ECONOMY!



POWERGLIDE V8 VS. FORDOMATIC V-8

- And acceleration tests showed that while Ford's V-8 is comparable to Chevrolet's Turbo-Fire V8 in some speed ranges, in the critical highway passing ranges, the Chevrolet tested out well ahead of Ford.

For example—Chevrolet's acceleration is faster by 1.3%, spurting from 55 to 75 miles per hour, faster by 7.7% from 60 to 75 miles per hour. What's more, Chevrolet's top speed is two miles an hour greater.

Yet with all this great performance, when it comes to gas economy Chevrolet's Powerglide V8 is far ahead of Ford V-8 with Fordomatic in every speed range. Chevrolet's constant speed economy is 9.2% at 70 miles per hour to 18.2% at 40 miles per hour greater.

NEW BLUE-FLAME 123 vs. FORD 6

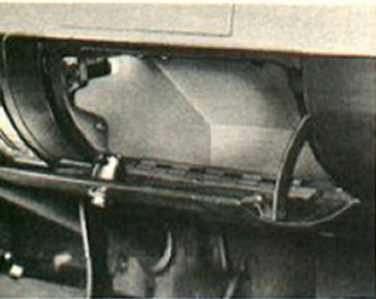
● *Performance*

In tests made, using a Ford Six with overdrive versus a Chevrolet New Blue-Flame 123 with Touch-Down Overdrive, Chevrolet acceleration is faster right down the line ranging from 4.9% from 20 to 60 miles per hour, 15.8% from 5 to 25 miles per hour. And Chevrolet's top speed is 5.4 miles per hour faster.

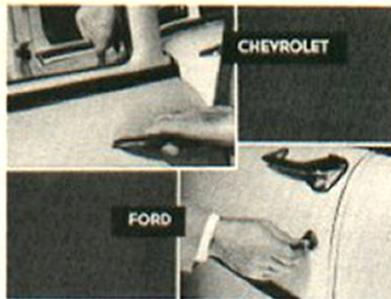
● *Economy*

And again, comparing gas mileage between the Ford Six and New Blue-Flame 123 both with overdrive: Chevrolet leads again with better economy at constant speeds in every speed range—giving from 11.6% at 60 miles per hour to 17.4% at 40 miles per hour better gas mileage.

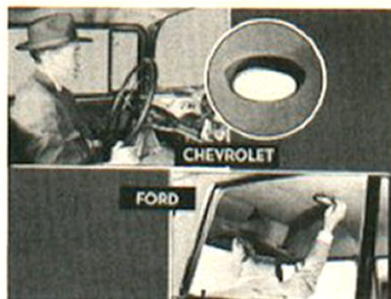
CHEVROLET *has more quality car details*



● Chevrolet's glove compartment light in "Two-Ten" and Bel Air models is standard equipment. It is available in the Ford only as an accessory at extra cost.

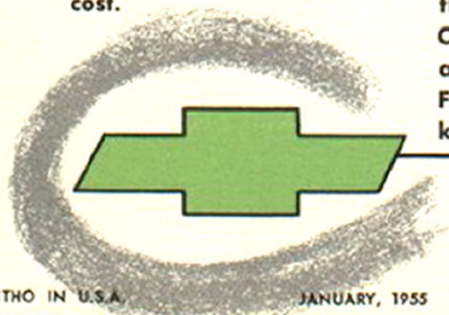


● Chevrolet doors can be locked from the outside without a key, for greater convenience, especially in rainy weather. The Ford owner must use a key to lock the car from the outside. Chevrolet's one key fits all locks on the car. The Ford owner needs two keys.



● Chevrolet's dome light switch is conveniently located on the instrument panel. Ford's dome light switch is on the light itself.

● Chevrolet's transmission controls are enclosed in the steering column to help reduce rattles as well as make for a neater appearance. Ford's controls are outside the column.



CHEVROLET MOTOR
DIVISION
GENERAL MOTORS
CORPORATION
DETROIT 2, MICHIGAN

No matter how you look at it, the 1955 Motoramic Chevrolet is new through and through, with new styling, chassis, new engines, new engineering, and new quality car detail. Ford has made changes for 1955, but much of it is the same as last year's Ford.